

Lost in America:

How hundreds of billions of dollars of food goes missing in the US Food System every year

Patrick Bultema

Chairman, CEO, & Co-founder -  **FoodMaven**



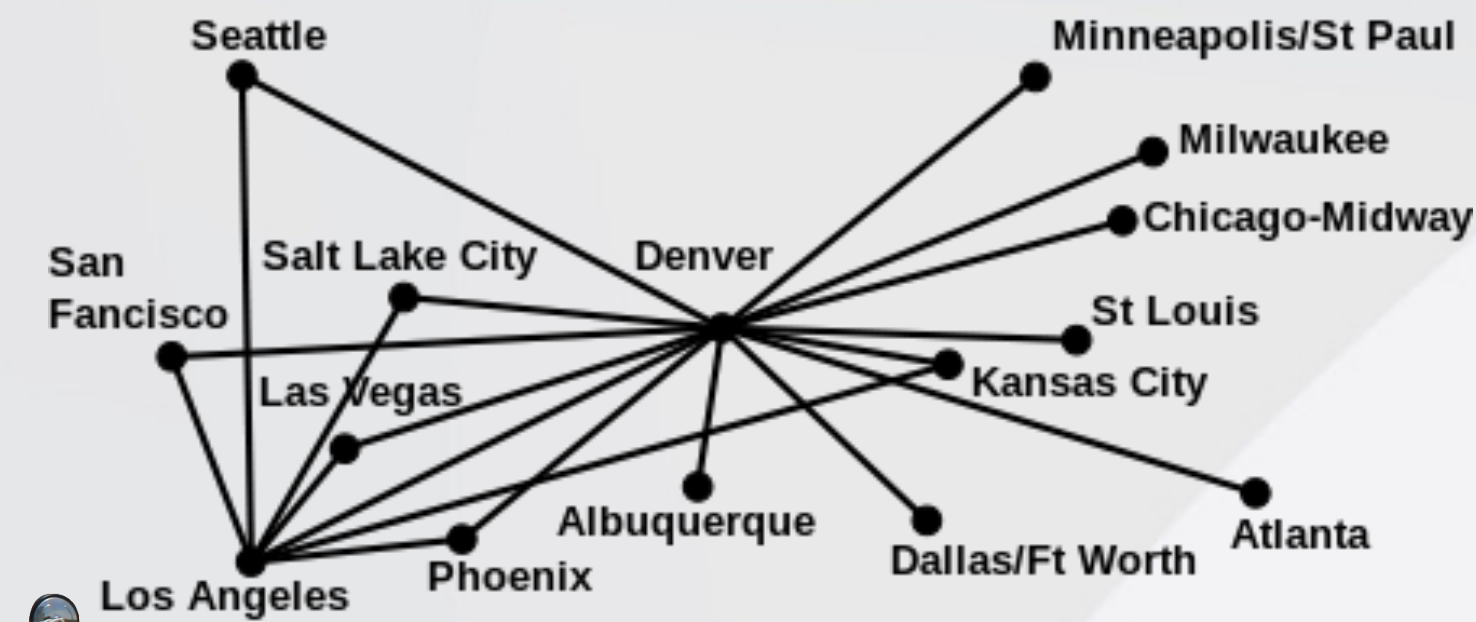
US system exceptional at producing food

Quantity, Quality, Diversity, Price



Food system good at pushing across the US

Everything, Everywhere, All-the-Time



Not Good **At Using all the Food!**

* Per USDA

**40% of Ag
Production Wasted***



**\$200+ Billion
Economic Loss***

* Per USDA

**68% of Farms
Economic
“Red Zone”***

1/3 of Landfills*



* Per EPA



**You can take the boy
out of the farm ...**



Food System



40%
US Ag

Symptom



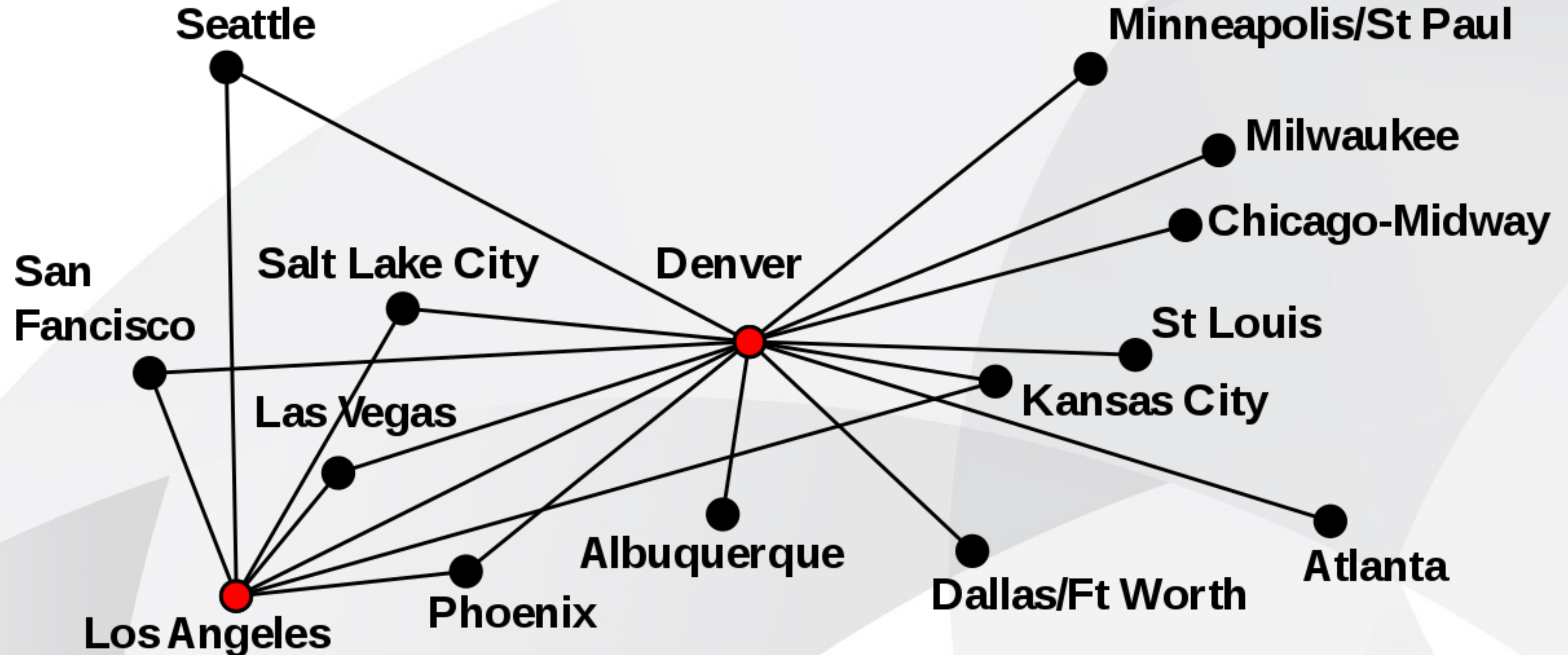
1/3 of
Landfills

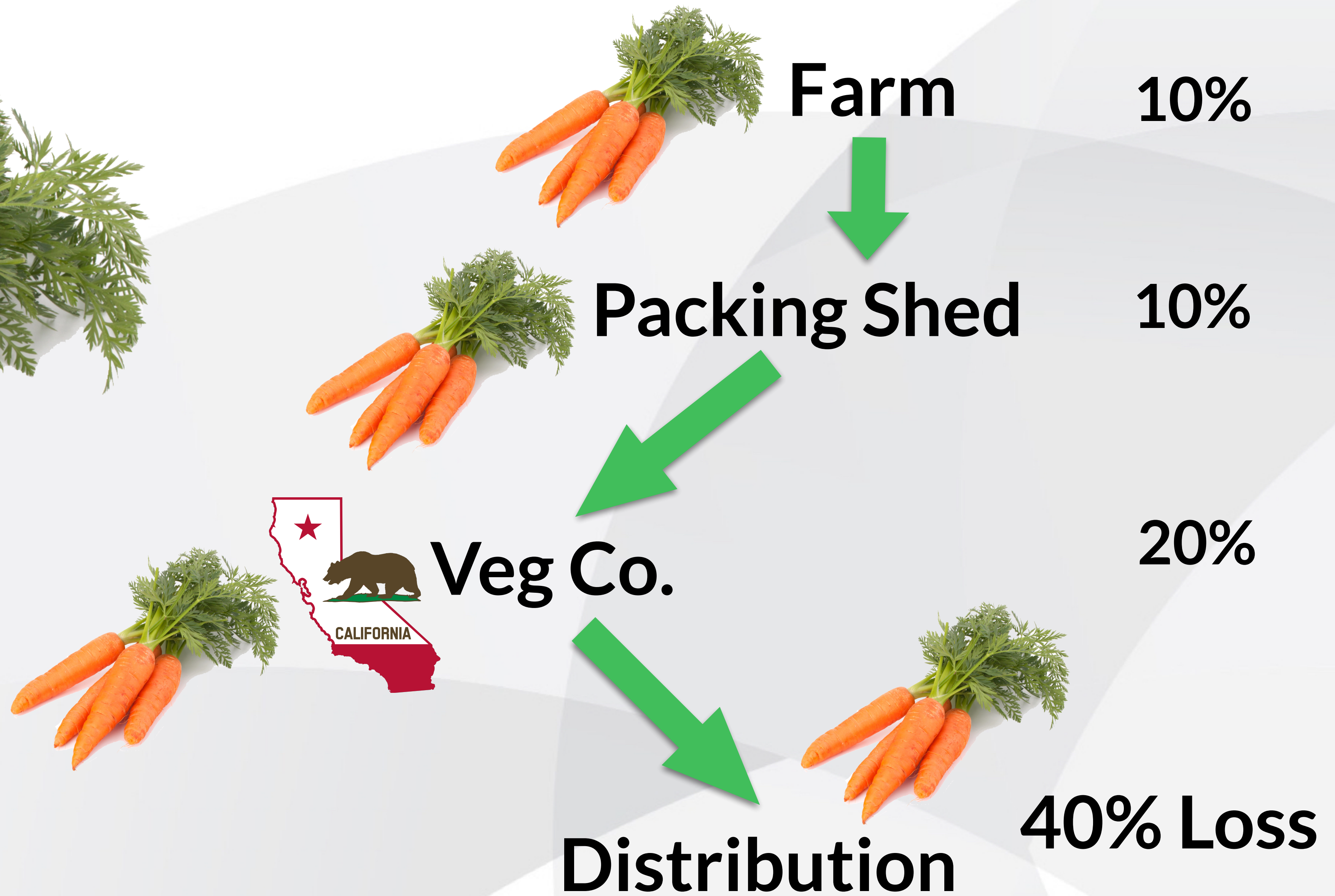
Symptom

Where It Happens

Follow the waste ...

Industrialization of Food







Abundance Expectation



Oversupply

Dates?



Imperfect?



WONKY

VEGETABLES



2/5

of a crop of fruit
or vegetables can
be wasted
because it is
“ugly”

Source: www.foodsecurity.ac.uk

www.wonky-vegetables.co.uk

Local Food



- 
- 1950s System
 - Abundance Expectation
 - Confusing Dates
 - Imperfects
 - Local Food

\$300 Billion in Lost Food

Agility

FoodMaven

Capturing
“Lost Food”

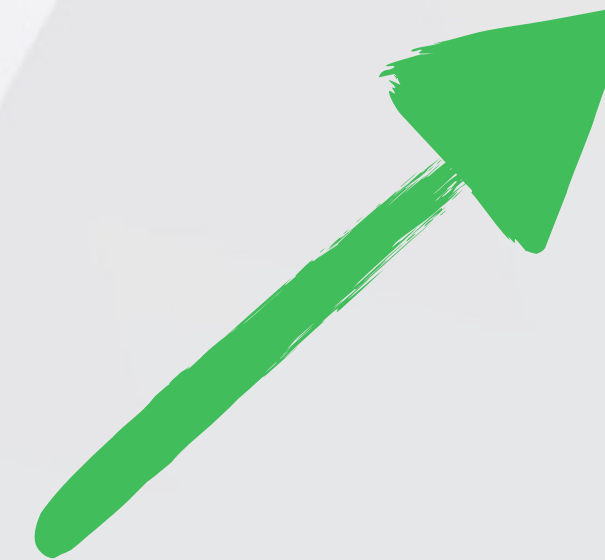


Revenue
Rescue for
Suppliers

Food Service
Buyers



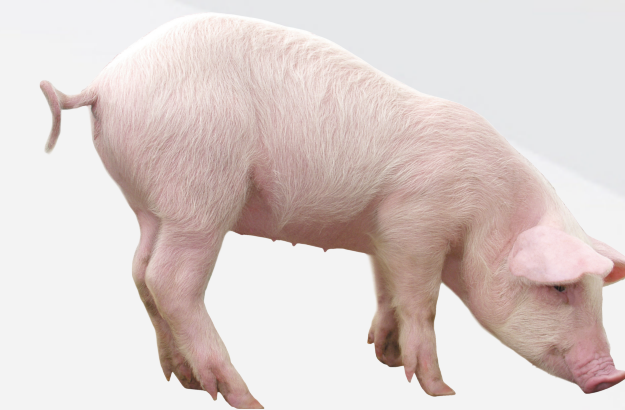
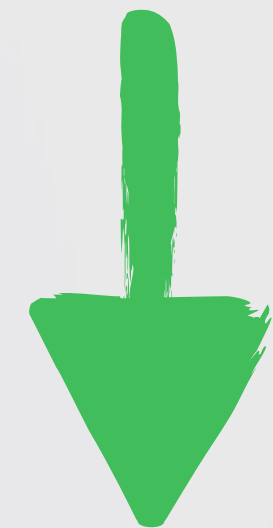
Donation



Charity
Partners

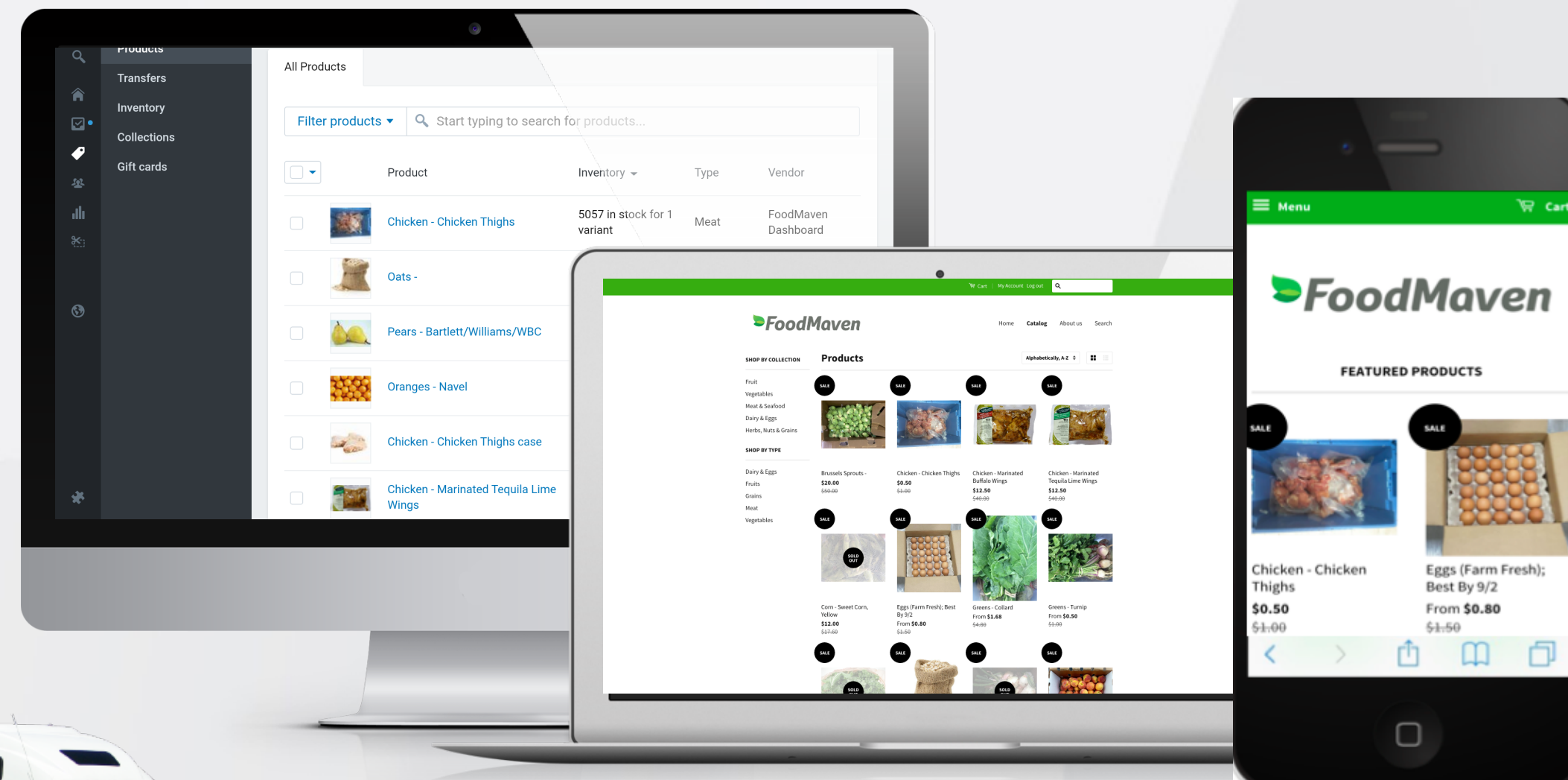


0% Landfill





Online
Marketplace



Big Data
Technology



Agile
Logistics



Handling &
Delivery

Recognition & Momentum

Forbes / Food & Agriculture / #ChangeTheWorld

Ad closed by Google

Report this ad

AdChoices

JAN 3, 2018 @ 06:30 AM

4,199

2 Free Issues of Forbes

Former Co-CEO Of Whole Foods Becomes A FoodMaven



Phil Lempert, CONTRIBUTOR

I cover issues and trends in the food and agriculture sectors.

[FULL BIO](#)

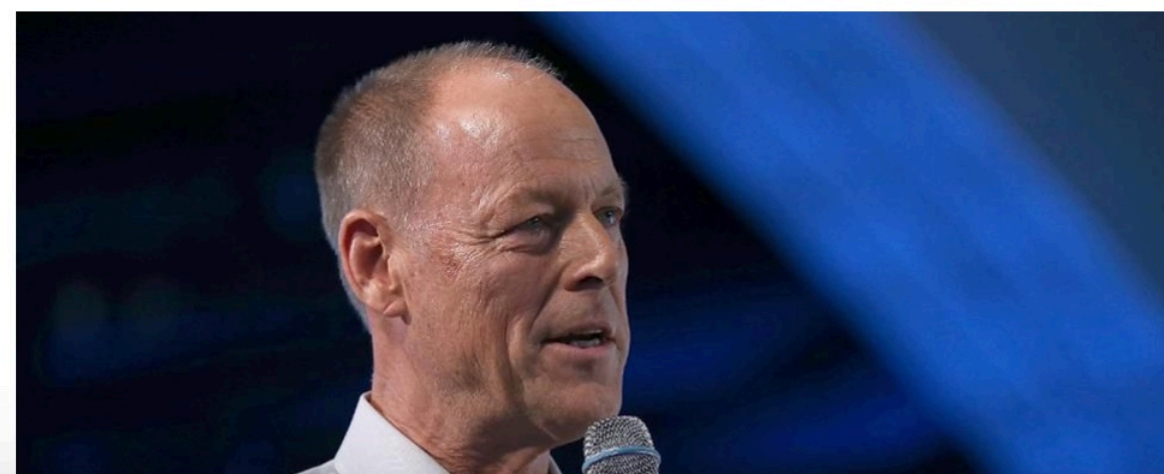
Opinions expressed by Forbes Contributors are their own.

Ad closed by Google

Stop seeing this ad

AdChoices

Walter Robb, Whole Foods' former co-CEO, has joined up with Patrick Bultema, CEO and co-founder of the Colorado Springs startup [FoodMaven](#), to do something about the growing food waste problem in the U.S.: sell it.



Bloomberg the Company & Its Products | Bloomberg Anywhere Remote Login | Bloomberg Terminal Demo Request



Bloomberg

Markets

Tech

Pursuits

Politics

Opinion

Businessweek

Sign In
Subscribe

Wal-Mart's Walton Family Backs Startup Trying to Cut Food Waste

By **Craig Giammona**

January 8, 2018, 10:01 PM MST



Patrick Bultema
FOODMAVEN
CO-FOUNDER & CEO

DISCOVER
THE POWER OF
INDUSTRY 4.0
WITH IBM.

Visit our model factory

Why Care?

Futures Thoughts

stewardship



Discriminating Shoppers

- ▶ Healthy
- ▶ Local
- ▶ Transparency
- ▶ Sustainable





Our Own Worst Enemy

Moving Beyond Cheap Food

Restoring Seasonality



Pre-1940's ... Food is Local



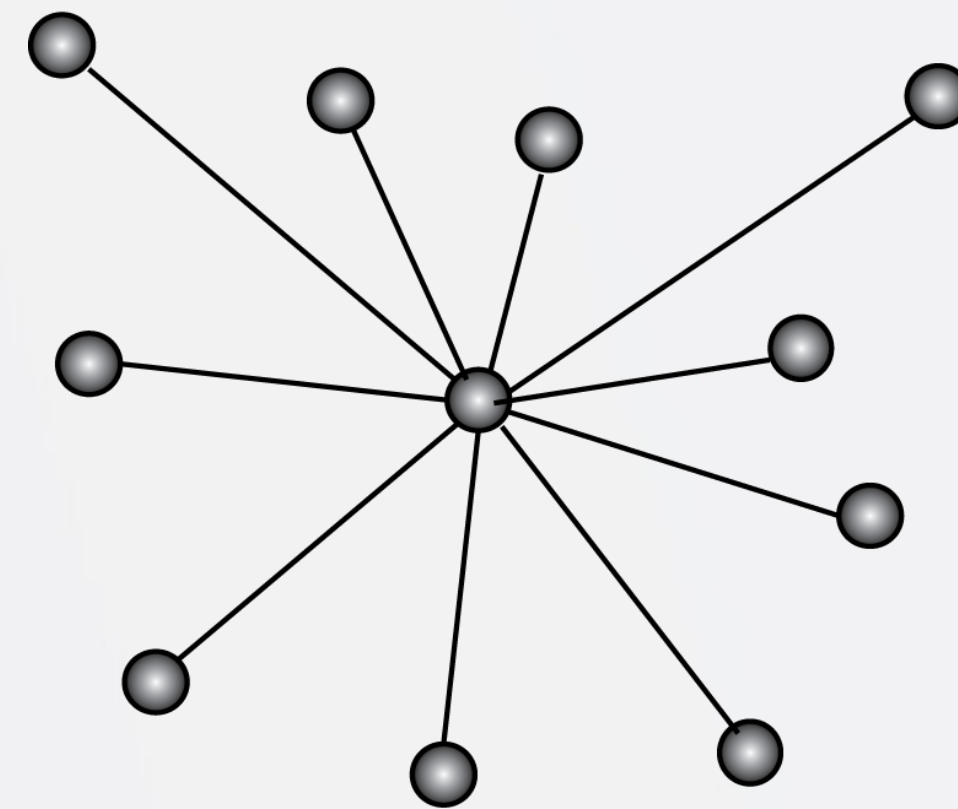


Restoring the Local Food System

Distributed Production & Processing

Agility

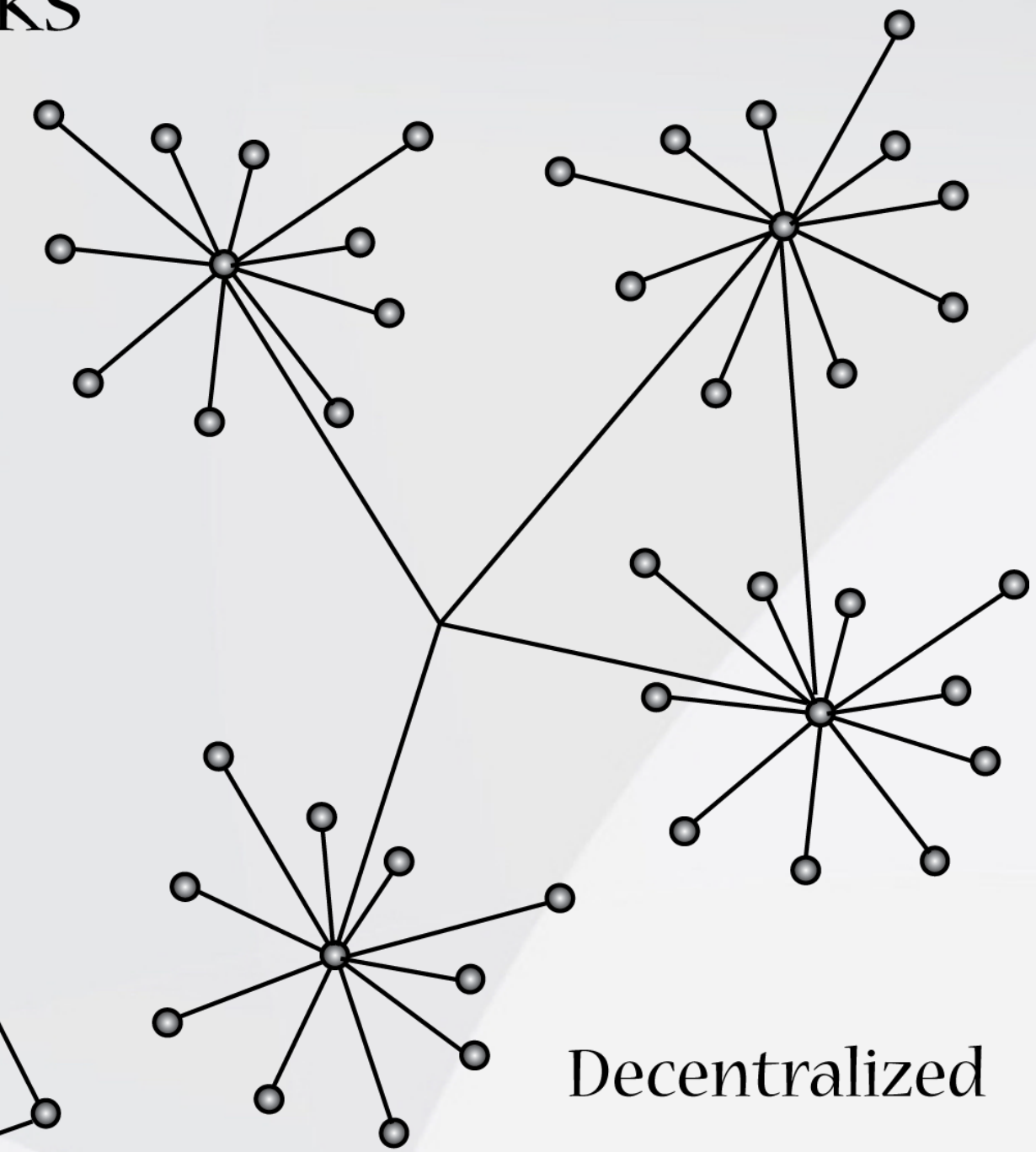
Types of Networks



Centralized



Distributed



Decentralized

Food - The Data Free Zone



**DATA FOOD
CONSORTIUM**



BLOCKCHAIN

Walmart



**\$200+ Billion wasted can't just
be a cost of doing business**

We can and must do better



CONTACT INFO

Patrick Bultema



218 W Colorado Ave, Suite 102, Colorado Springs, CO 80903



719-216-6093



patrickb@foodmaven.com

